RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #509977
Mr. F. Stewart
H. FOURTUNIS DBA A-W

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Fred:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **90** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	3
Light 100	12300-24961	3
Light Men 100	12300-24963	3
FF 100	12300-24962	3

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$716.14**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$58.80 (4.2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162309
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 509977 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0029
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122206	122224	179404	PLEASANT BRIAR SVC	1168 PLEASANTVILL	BRIARCLIFF MNR	NY	10510	1				(914)762-8418
122206	122224	248288	AQUEDUCT RD., INC.	190 AQUEDUCT RD	WHITE PLAINS	NY	10606	1				(914)682-9404
162308	162329	130749	CHANINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS FAL	NY	12590	1				(914)297-1232
162308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS FLS	NY	12590	1				(914)297-1414
162309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511	1				(214)739-6991
162309		179414	LAKE CARMEL GENERAL	STORE, INC.	LAKE CARMEL	NY	10512	1				(914)225-2007
162309		179441	SAN VELDT STORES IN	DBA LOU'S CORNER	PEEKSKILL	NY	10566	1				(914)737-2717
162309		179478	ROYAL CARD & GIFT	7 BANK ST	PEEKSKILL	NY	10566	1				(914)737-2855
162309		684940	MCMICHAEL'S DELI	1099 N DIVISION S	PEEKSKILL	NY	10566	1				(914)739-2238
162309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512	1				(914)228-1660
162309		716251	SOMERS MOBIL	291 ROUTE 100	SOMERS	NY	10589	1				(914)277-8539
162309	162329	769481	PUTNAM LAKE MKT.INC	74 FAIRFIELD DRIV	PATTERSON	NY	12563	1				(914)279-5905
162309		787069	FUEL & WASH	91 GLENEIDA AVE	CARMEL	NY	10512	1				(914)225-9727
162309	162329	827259	PUTNAM VALLEY MARKE	5 SUNSET HILL RD	PUTNAM VALLEY	NY	10579	1				(914)528-8626
162309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566	1	NYS			(914)737-1300

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 15

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WHOLESALER : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0029
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122105		180023	HARTELLS GROCERY IN	326 N BROADWAY	UPPER NYACK	NY	10960	1				(914)358-1250
122204	122220	340514	TANGLEWOOD STATR'Y	2264 CENTRAL PARK	YONKERS	NY	10710	1				(914)793-5061
122206	122224	291105	DONAHUES VARIETY	121 LAKE ST	WHITE PLAINS	NY	10604	1				(914)684-9224
162210	162227	130376	OTTISVILLE CONV ST	ROUTE 211	OTISVILLE	NY	10963	2				(914)386-1462
162210		704978	HARRY FOURTUNIS	261 NORTH ST	MIDDLETOWN	NY	10940	2				(914)342-2650
162210	162233	178194	CORNER STORE	37 S MAIN ST	LIBERTY	NY	12754	1				(914)292-9087
162210	162233	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	12754	1				(914)292-1182
162210		759736	CASPERS TWO INC.	ROUTE 209 P.O. BO	SUMMITVILLE	NY	12781	1				(914)888-5363
162210	162227	178453	JAMES' GENERAL STOR	PO BOX 346	NAPANOCH	NY	12458	1				(914)647-5973
162210	162227	178898	CINOTTIS MARKET	11 MINE HILL RD	OTISVILLE	NY	10963	1				(914)386-2291
162210	162227	178902	PERINO'S DELI.	ROUTE 6	SLATE HILL	NY	10973	1				(914)355-8686
162210	162227	179180	LAKES OF CIRCLEVILL	ROUTE 302	CIRCLEVILLE	NY	10919	1				(914)361-2871
162210		485720	WALKER VALLEY GROC	ROUTE 52 BOX 315	WALKER VALLEY	NY	12588	1				(914)744-3051
162210	162227	688667	FAIR OAKS GENERAL S	RR 8 BOX 279	MIDDLETOWN	NY	10940	1				(914)361-4630
162305	162328	754480	M&M MOBIL, INC.	1000 FLATBUSH RD	KINGSTON	NY	12401	1				(518)336-2793
162306	162328	630642	HOME TOWN DELI	COUNTY RT. 19	ELIZAVILLE	NY	12523	1				(914)756-4501
162306	162327	900015	RONDOUT VALLEY GROC	PO BOX 416 ROUTE	ACCORD	NY	12404	1				(914)626-4661
162307	162327	047278	DOLAN'S MARKET	37 WALLKILL AVENU	WALLKILL	NY	12589	2				(914)895-2211
162307		542363	HILTON GIBSON MILLE	208 MACARTHUR AVE	NEW WINDSOR	NY	12553	3				(914)562-0353
162307	162327	178861	DAIRY MART 632	152 NORTH ST	NEWBURGH	NY	12550	1		2757-1100		(914)561-7640
162307	162328	209935	ARDONIA GENERAL ST	RT 44-55	CLINTONDALE	NY	12515	2				(914)883-6655
162307	162327	567459	H.N. OF NEWBURGH,IN	352 BROADWAY	NEWBURGH	NY	12550	1				(914)562-6683
162307	162328	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	12528	1				(914)691-2221
162307	162327	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTZ	NY	12561	1			913178	(914)255-0322
162307	162327	619745	SAMUELS DISCOUNT CT	1019 RT. 17K UNIT	MONTGOMERY	NY	12549	1				(914)457-5891
162307	162327	632155	BLUESTAR INT. ENT.	160 NORTH ST	NEWBURGH	NY	12550	1				(914)562-1111
162307	162327	638321	ONTERIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	12550	1				(914)565-1449
162307	162327	698921	LAKESIDE CONV DELI	RT 52 & LAKESIDE	NEWBURGH	NY	12550	1				(914)566-0622
162307	162327	767822	UNION ST.DELI&PIZZA	135 UNION ST	MONTGOMERY	NY	12549	1				(914)457-5411
162307	162327	769211	MIDDLEHOPE DELI INC	626 ROUTE 9W	MIDDLE HOPE	NY	12550	1				(914)561-3155
162307		769307	MAISIES QWIK DELI	357 N PLANK RD	NEWBURGH	NY	12550	1				(914)564-5866
162307	162327	178944	PETE'S MARKET	271 WASHINGTON ST	NEWBURGH	NY	12550	1				(914)562-5521
162307	162330	178975	FARICELLAS MARKET	140 WALSH AVE	NEW WINDSOR	NY	12553	1				(914)561-5450
162307	162327	179019	MIDDLEHOPE GEN STOR	640 ROUTE 9W	MIDDLE HOPE	NY	12550	1	NYS			(914)562-9764
162307	162327	340741	A-PLUS #60027	510 BROADWAY	NEWBURGH	NY	12550	1	NYS	0362-0102	046458	(914)561-5166
162307	162327	178862	CIA MEADOW AVE. MAR	129 MEADOW AVE	NEWBURGH	NY	12550	1	NYS	2757-1100	81598	(914)561-9683
162308	162328	130383	K & D DELI, INC.	264 NORTH RD	POUGHKEEPSIE	NY	12601	1			203290	(914)471-1607
162308		511360	POUR STAR WHOLESALE	67 COTTAGE ST	POUGHKEEPSIE	NY	12601	3				(914)473-1793
162308	162328	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSIE	NY	12601	1				(914)462-1911
162308	162329	178726	AMENIA VARIETY	ROUTE 22 & 44	AMENIA	NY	12501	1				(914)373-8300
162308	162329	179411	HUGHSON.FOODMART IN	NEW HAMBURG RD	HUGHSONVILLE	NY	12537	1		2757-1100		(914)297-9987
162308	162328	307545	9G CENCO	403 VIOLET AVE	POUGHKEEPSIE	NY	12601	2				(914)454-6924

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WHOLESALER : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0029
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162308	162328	440786	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSIE	NY	12601	2				(914)454-1141
162308	162329	473929	HARLEM VALLEY BEVER	ROUTE 22	WINGDALE	NY	12594	1				(914)832-9093
162308	162328	619772	GETTY SERVICE STATI	355 MILL ST	POUGHKEEPSIE	NY	12601	1				(914)473-1442
162308	162328	669437	S&D FOOD STORE INC	250 HOOKER AVE	POUGHKEEPSIE	NY	12603	2				(914)471-7344
162308	162329	669448	DAIRY MART 605	228 MYERS CORNER	WAPPINGERS FAL	NY	12590	1		2757-1100		(914)297-9990
162308	162328	682626	AL ROYAL PETRO INC	RTE 9G 646 VIOLET	HYDE PARK	NY	12538	1				(914)229-1252
162308	162329	696040	SUNOCO S/S	FAMILY QUICK STOP	HOPEWELL JCT	NY	12533	1				(914)227-9221
162308	162328	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914)486-4199
162308	162328	760276	THREE JAY'S GULF	258 ROUTE 44	SALT POINT	NY	12578	1				(914)677-1141
162308	162329	843136	FAMILY QUICK STOP	10 WEST MAIN STRE	PAWLING	NY	12564	1				(914)855-9220
162309		068522	GARRISON MART	PO BOX 48	GARRISON	NY	10524	1				(914)424-3837
162309		365630	DAVIG CORP. D/B/A	EASY STOP	BREWSTER	NY	10509	1				(914)279-6333
162309		397629	BASSO DELI, INC.	D/B/A M & R MARKE	FORT MONTGOMER	NY	10922	1				(914)446-9580
162309	162330	436555	D A K S TECH., INC.	4 SMITH CLOVE RD	CENTRAL VALLEY	NY	10917	1				(914)928-9614
162309	162329	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1				(914)227-6917
162309		486368	GINO'S DELI.	TOWNERS ROAD	CARMEL	NY	10512	1			904292	(914)225-1188
162309	162330	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FALLS	NY	10928	1				(914)446-2510
162309	162330	745253	HARRIMAN EXXOM	2 MELODY LANE NOR	CENTRAL VALLEY	NY	10917	1				(914)782-7589
162309		178885	FAIRWAY FOOD CTR.IN	66 MAIN ST	HIGHLAND FALLS	NY	10928	1				(914)446-3992
162309	162330	179143	JAYS DELI	497 ROUTE 32	HIGHLAND MILLS	NY	10930	1				(914)928-2803
162309		179311	KOEBACKERS MARKET	90 N MAIN ST	BREWSTER	NY	10509	1				(914)279-3515
162309	162329	242620	FAIRFIELD FOOD AND	FUEL CORP.	BREWSTER	NY	10509	1				(914)279-4419

PAGE BREAK TOTAL ACCOUNTS 64 TOTAL QUANTITY 75

TEMPLATE TOTAL ACCOUNTS 64 TOTAL QUANTITY 75

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WHOLESALER PACKING INSTRUCTIONS

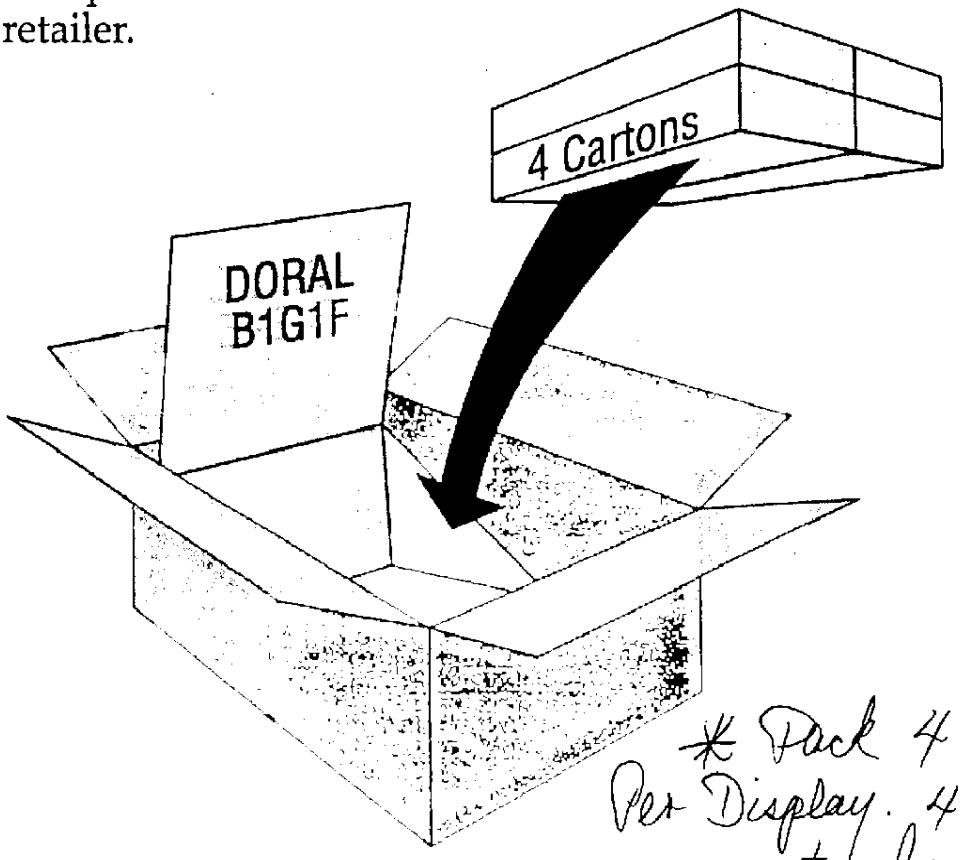
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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* Pack 4 Cartons Per Display. 4 Styles may not be shipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

Source: https://www.industrydocuments.ucsf.edu/docs/jyhn0000

DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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